

The Dynamic Duo:

How to Leverage Microsoft Advertising and LinkedIn to Drive Demand



Microsoft Advertising. Intelligent connections.

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THE CUSTOMER JOURNEY

Your customers no longer look for information on just one channel or even one device. The factors that influence their purchasing decisions are more abundant than ever.

Because of this, the customer journey has become more complex and fragmented and there isn't a single formula for how to reach them.

Therefore, you must market to them in meaningful places.



What is the customer journey?

The customer decision journey refers to the steps consumers take on their way to a purchase, from initiation and research, to comparison, purchasing (transaction), and post-purchase interactions.

How do today's business owners and marketers create a strategy to connect with customers, deliver bottom-line results, and ensure long-term business success?



Did you know 93% of online experiences¹ begin with a search engine?

¹Source: [Search Engine Journal](#), Dec 2017

One key is Search Engine Marketing or SEM.

Search is still an essential way people discover what they need and how they can get it, and SEM puts businesses in the right place at the right time to capture those potential customers. SEM maximizes your reach to your target audience, providing robust analytics that help you make the most of your marketing budget. A best-practice SEM strategy bridges the gaps between various stages and channels in the customer's journey, better increasing the chances of conversion.

SEM delivers value along the decision journey.

The traditional product-centric marketing funnel approach we have been taught doesn't map to the consumer decision journey today. Consumers don't follow a linear pattern. They bounce around between stages to purchase and not all customer paths to purchase are alike.

We did find **5 key stages**, however, that everyone passed through at some point along the path to purchase....

The 5 key stages



1 Open to possibility

The stage when the consumer is aware of product alternatives on the market and is willing to consider the need to purchase or replenish.

2 Decision to buy or change

The stage when the consumer gets the trigger from an advertisement, a product age/defect, or the influence of a stakeholder/family member/friend to go ahead and make a change. Here they begin to research new product(s).

3 Evaluating

This is the maximum enjoyment stage when the consumer is using their worldview to evaluate products based on features and research and will home in on their brand and product set choices.

4 Shopping

This is the final in-store browsing and price checking stage where consumers validate their decision and make a purchase. They can be influenced by deals and in-store promotions in this phase.

5 Experiencing

This is the stage where the consumers uses the product and may experience happiness or friction with it over time. They will seek validation from others that they made the right choice.



Consumers often bounce back and forth between these stages, making it more important than ever for marketers to map their efforts to their customers and not try to force them down a product-based funnel.

Each of these stages offers marketers opportunities to engage and connect with their customers. However, reaching out across every stage requires today's marketer to not only be committed to a **people-centric approach** but also empowered with the **right technology** to understand the customers' needs and respond to them along each stage of this journey.



58%

of businesses² say that increasing lead generation is a primary goal of their marketing efforts.

²Source: State of Digital Marketing Survey, Ascend2 and Research Partners, March 2016.

But as a marketer, you know that driving good, useful leads is easier said than done.

INTRODUCTION

To generate the right leads for your sales team, you need data. You want data to target the right audience, to measure performance, to track leads, and to prove your efforts are contributing revenue. In today's data-driven organisations, marketing is no longer about guessing whether your marketing is working. It's about knowing which marketing programs are working — and which aren't — and investing more in those that are paying off.

Making sure your marketing is effective starts with your audience and with using data to ensure you're reaching the right people for your products and services.

Together, Microsoft Advertising and LinkedIn Marketing Solutions offer two kinds of targeting that marketers, especially SMB marketers, can't live without:

- **Demographic audience data**

With demographic data, marketers can reach people based on: their age, gender, and geolocation, for example. With LinkedIn professional data available on Microsoft Advertising, marketers can get even more granular by targeting prospects based on the company they work for, their job title, their industry, and other information.

- **User intent data**

With user intent data, marketers can target people based on what they're doing online, i.e., what they're searching for, which provides indications of what they're interested in buying.

Read on to see how Microsoft Advertising and LinkedIn's capability to combine user intent data and professional demographic audience data enables you to reach the audiences that matter most to you and to target more effectively than ever before.

The 3-step system to delivering data-driven results

To get the most out of Microsoft Advertising and LinkedIn, marketers should take a three-step approach.



STEP 1

Build a compelling organic presence

Both Microsoft Advertising (through its Search Network and Audience Network) and LinkedIn (through its LinkedIn Pages for brands, companies, and organizations) offer ample opportunities to reach wide audiences organically.

STEP 2

Boost your reach and engagement via paid advertising

Marketers can reach a wider audience with paid advertising across a suite of products on Microsoft Advertising and LinkedIn platforms.

STEP 3

Measure, learn and optimize to drive more impact

Microsoft Advertising and LinkedIn offer tracking tools that help marketers ascertain what programs are working and how to optimize those programs to deliver measurable results.



STEP 1

Build a compelling organic presence

Grow your audience organically on Bing at no cost

Bing search engine can help marketers establish their online presence. [Bing Places for Business](#), for instance, helps marketers create SEO optimized pages. Plus, [Bing Webmaster Tools](#) help you maximize your website's performance on Bing with site traffic analytics and site optimization tools.

Why is it important to take control of my business information on Bing?

Millions of customers search information about local businesses on Bing.

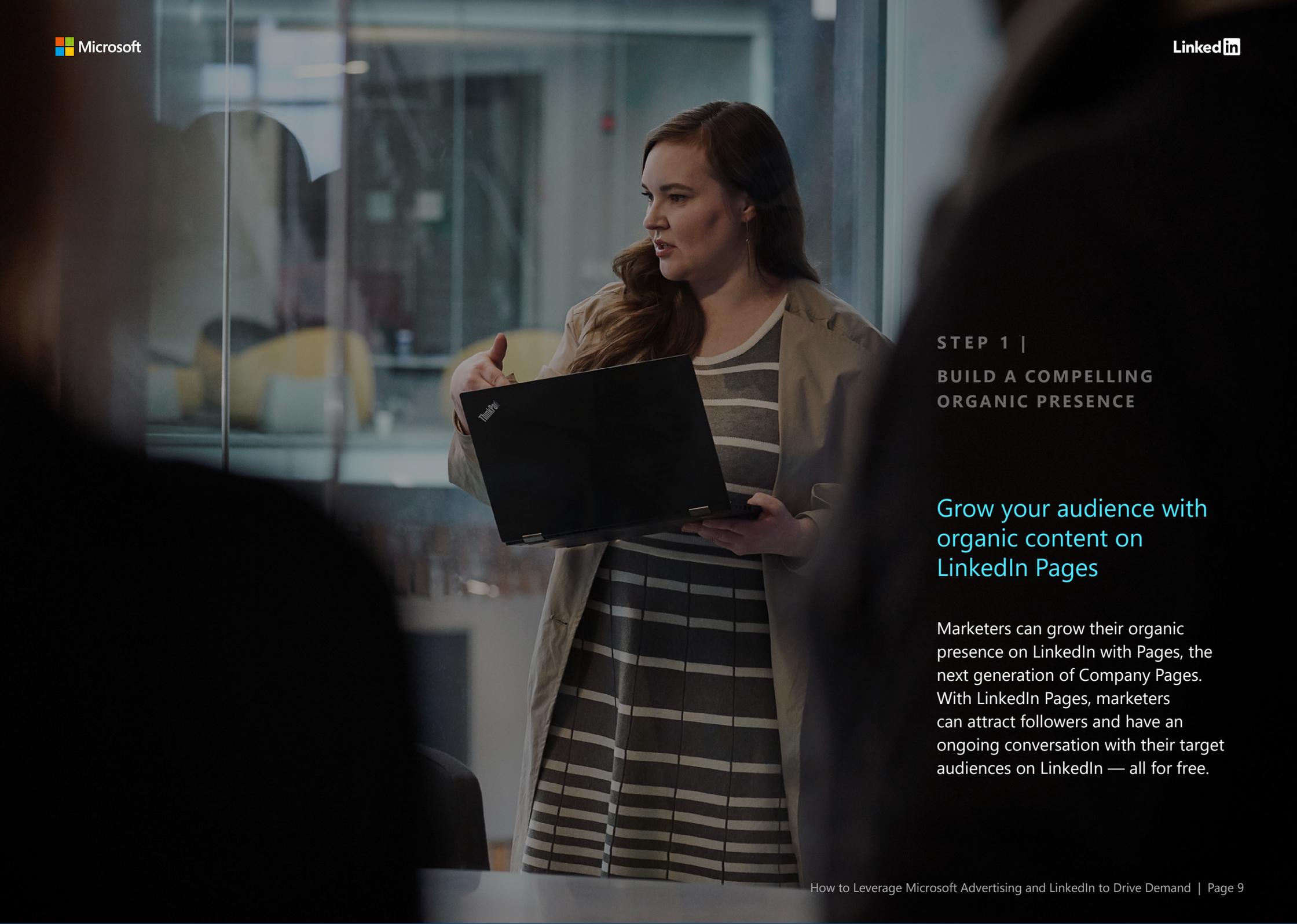
Business might miss out on customers if **obsolete/inaccurate information** is displayed to Bing users.

Having accurate and rich business information published on Bing improves chances of **more in-store visits, more phone calls and more traffic to your website.**

Open a free Bing Webmaster tools account today, get indexed and get your search optimization plan up and running in no time.



Add your business free of charge by visiting:

A woman with long brown hair, wearing a beige trench coat over a grey and white striped dress, stands in a modern office environment. She is holding a black ThinkPad laptop and gesturing with her right hand as if presenting. The background shows glass partitions and office furniture.

STEP 1 |
BUILD A COMPELLING
ORGANIC PRESENCE

**Grow your audience with
organic content on
LinkedIn Pages**

Marketers can grow their organic presence on LinkedIn with Pages, the next generation of Company Pages. With LinkedIn Pages, marketers can attract followers and have an ongoing conversation with their target audiences on LinkedIn — all for free.

STEP 1 | BUILD A COMPELLING ORGANIC PRESENCE

LinkedIn has spent a lot of time thinking about organic strategy, and we have a few tips to help you get started if you haven't already.

Creating organic, free content is one way to reach a broad audience and start to get the word out about your products and services — at little to no cost to you. When it comes to organic strategy, we have four key tips:

Be consistent

We see LinkedIn customers gaining successful and consistent engagement when they post on their LinkedIn Pages at least once a day.

Repurpose where possible

Brands can share their story on their LinkedIn Pages by repurposing infographics, blog posts, videos, links to events, eBooks, and webinars.

Tap into industry trends and news

@mention people who are affiliated with a specific piece of content to gain exposure to their network.

Add hashtags to your post to join trending conversations

Keep an eye on the headlines on LinkedIn and Bing — those can be a great resource to see timely stories that are gaining momentum on LinkedIn.



When identifying 3-5 top voices in the company, these often are members of your C-suite or key individuals with expertise within your organization. From your LinkedIn Pages, you should be promoting their best content to build both your brand's and your influencers' followership.

³Source: [LinkedIn Marketing Solutions](#), May 2019

120%

Top publishers have seen an average of 120% growth³ to LinkedIn Pages followers.

STEP 2

Boost your reach and engagement via paid advertising

Invest in paid media with Microsoft Advertising

Microsoft Advertising is designed for data-driven marketers. Combining search advertising and native advertising, we reach more than half a billion people worldwide through MSN, Outlook.com and Microsoft Edge as well as the Microsoft Search Network. Bing powers billions of searches monthly on the Microsoft Search Network, including on Verizon Media properties (AOL, Yahoo), platforms like Amazon and Apple, and on Microsoft services like Windows, Office and Edge.

Plus, only Microsoft Advertising offers LinkedIn Profile targeting on search and native — enabling marketers to reach audiences based on the target’s company, job function, industry and more — for search and native ads.

Microsoft Advertising is the only ad platform to offer LinkedIn profile targeting.

How big is our audience?

10%

PC search market share globally⁴



35% in the US⁴



22% in the UK⁴



24% in DE⁴



16% in FR⁴



15% in AU⁴

+1/2Bn

Over half-billion unique monthly searchers globally⁵

+11Bn

More than 11 billion monthly searches globally⁵

29%

of clicks come from searches that are unique to Microsoft Search Network.⁶

Sources:

⁴comScore qSearch (custom), June 2019. Microsoft Search Network includes Bing, Yahoo Search (searches powered by Bing), and AOL Search Network.

⁵comScore qSearch (custom), March 2019.

⁶Microsoft internal data, March 2019.

STEP 2 | BOOST YOUR REACH AND ENGAGEMENT VIA PAID ADVERTISING

Deliver results throughout the funnel with LinkedIn paid advertising

Drawing from data of its **645 million members**⁷, LinkedIn offers marketers data-driven targeting for use with a variety of formats, including LinkedIn Sponsored Content and LinkedIn Sponsored InMail, to generate high quality leads. With LinkedIn, marketers can target decision makers and other LinkedIn members based on their company, industry, job experience, education, and interests.

LinkedIn's recently released interest targeting product now includes Bing search data. This combination enables marketers to **combine professional demograph and user interest data** to increase the scale of your marketing efforts, improve your targeting and boost ROI.

⁷Source: <https://news.linkedin.com/about-us#statistics>

⁸Source: <https://business.linkedin.com/marketing-solutions/ad-targeting>

⁹Source: LinkedIn Internal data

Some key LinkedIn stats:

+10M

C-suite executives⁸

645M

members globally⁷

+30M

businesses⁷

280Bn

updates viewed in the feed in 2018⁹

+63M

decision makers⁸



LinkedIn's recently released interest targeting product now includes Bing search data.

STEP 3

Measure, learn and optimize to drive more impact

Microsoft Advertising key tools for advertisers

Intelligent insights provides marketers with data to gauge how their campaigns are performing and how they can optimize them for peak performance. Here are four key tools for advertisers:

Opportunity Tab

It offers suggestions to improve campaign performance.

Performance Insights

It tracks performance changes instantly.

Competition Tab

It tracks competitor performance over time and offers recommended actions for your advertising.

Location Recommendations

It provides suggestions on new areas to target with estimated audience volume.



STEP 3 | MEASURE, LEARN AND OPTIMIZE TO DRIVE MORE IMPACT

Measure and optimize via LinkedIn advertising tools

LinkedIn tools can help marketers quickly assess how their campaigns are performing and adjust accordingly. With LinkedIn Conversion Tracking, marketers can measure how their campaign is producing specific conversion events, such as members of the target audience registering for a webinar. Additionally, LinkedIn's Website Demographics tools enable marketers to gauge whether the right audiences are visiting their entire website and even specific web pages.



LinkedIn offers marketers a wide range of professional and demographic options for targeting on the platform:

Company Name	Educational Fields of Study
Company Size	Member Schools
Company Industry	Age
Company Followers	Gender
Company Connections	Member Groups
Job Function	Member Interests
Job Seniority	Audience Expansion
Job Titles	Lookalikes
Member Skills	Website Retargeting
Years of Experience	Contact Targeting
Educational Degrees	Account Targeting

CONCLUSION

The age of digital marketing is behind us, and our new reality—though it may at times seem daunting—is marketing in the digital age. The key to winning in this coming digital age, is to make every customer connection count. Microsoft Advertising and LinkedIn help you find your ideal customer organically and boost your reach with paid media. With the most innovative AI technologies, you can measure, learn and optimize to drive more impact.

By using Microsoft Advertising and LinkedIn, both leveraging each other's data with their unique targeting features, businesses can reach new customers with more buying power which is critical to continue driving growth for businesses like yours.

35%

People searching on Microsoft Search Network spend more online than the average internet searcher by 35%.¹²

2X

Audiences on LinkedIn have 2x the buying power of the average web audience.¹³

¹⁰Source: comScore qSearch, Explicit Core Search (custom), June 2019

¹¹Source: LinkedIn Audience 360 study; <https://business.linkedin.com/marketing-solutions/ad-targeting>

Get started with Microsoft Advertising and LinkedIn Campaign Manager today.



About Microsoft Advertising

Represent your brand at its best with advertising solutions guided by an uncompromising respect for privacy, brand safety, and data security. Microsoft Advertising provides intelligent solutions that empower you to deliver engaging, personalized experiences to over a half a billion people worldwide. Bing powers billions of searches monthly on the Microsoft Search Network, including Verizon Media properties (AOL, Yahoo), platforms like Amazon and Apple, and on Microsoft services like Windows, Office and Microsoft Edge. Extend your reach and campaign performance with Microsoft Audience Network, high-quality native placements across devices on premium sites like MSN, Outlook.com, Microsoft Edge, and Verizon Media.

Only Microsoft Advertising offers LinkedIn Profile targeting on search and native to help you find highly relevant audiences based on their company, job function and industry. With Microsoft Advertising, gain access to in-depth insights, intelligent advertising tools that use AI to improve campaign performance and audience targeting solutions to create more personalized advertising experiences.

Microsoft Advertising. Intelligent connections.



About LinkedIn Marketing Solutions

LinkedIn Marketing Solutions is the most effective platform for marketers to authentically connect with professionals, grow their business, and build lasting connections with business decision-makers. Our mission is to be the most effective platform for marketers to engage with the professional audiences that matter most to their business.

More than 630M people worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. Together they comprise the largest global community of business professionals. These are the decision-makers, influencers, and the leaders of today and tomorrow — precisely the people you want to reach and engage.